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PATENT

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Website Management

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Website Management**FIELD OF THE INVENTION**

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The present invention relates to website visibility management. More particularly to submitting webpages to Internet cataloging websites and improving website visibility.

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RELATED APPLICATION

15 This application claims the benefit of U.S. Provisional Application serial number 60/135370, filed May 21, 1999 and entitled "Website Management".

BACKGROUND OF THE INVENTION

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The Internet, world wide web (WWW) is growing rapidly. Websites are being added to the Internet daily and at a blazing pace. Websites are also becoming larger and it is not atypical for a website to 25 have over 100,000 webpages or more.

When a website is added to the Internet it has a unique address so it may be found. The unique address is both the domain name, and the corresponding IP (Internet Protocol) address. The IP address is unique 5 to the website, as is the domain name. An IP address is typically a 32-bit number that identifies a particular network on the Internet.

When using a web browser you may reach an Internet 10 site by using the IP address, eg. 209.176.240.155, or you may use the corresponding domain name, eg. Positionpro.com. A URL (Uniform Resource Locator) is the address of a file accessible on the Internet. The URL contains the name of the protocol required to 15 access the resource, in the case of web pages the protocol would be the HTTP (the Hypertext Transfer Protocol) and a domain name to identify a specific computer on the Internet, along with a file or directory path if necessary.

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When using a URL to view the webpages at the PositionPro website, you could use the IP address as http://209.176.240.155/, or the protocol and domain name as http://www.positionpro.com. Most users find the protocol and 25 domain name easier to remember than the IP address.

Each webpage within a site has a unique name, for instance there may be two webpages on a website, one entitled "contact.html" and one entitled 5 "company.html". To reach the contact webpage you would need to use the URL <http://www.positionpro.com/contact.html>, and for the company webpage <http://www.positionpro.com/company.html>. Every webpage has a unique name.

10 For a person to find a website they must remember the URL or else find the URL on a website, a magazine, or newspaper etc. Websites are usually found from links on other websites, and most often found from links on Internet cataloging websites. Links are URL's 15 which a user may click with their mouse directing the user to the webpage the link points to.

Internet cataloging websites, search engines, include both directories and crawling search engines. 20 Directories may only catalog the main URL for the website, eg: <http://www.positionpro.com>. Crawling search engines typically catalog a portion or the entire website, therefore multiple URLs are cataloged, eg: <http://www.positionpro.com>, <http://www.positionpro.com/company.html>, and 25 <http://www.positionpro.com/contact.html>.

Popular directories include Yahoo, Open Directory, Snap, LookSmart. Popular crawling search engines include: Alta Vista, Excite/AOL, Inktomi, Infoseek, 5 Lycos, and Webcrawler.

As Internet users search for websites they type in keywords, terms, phrases, etc., into an Internet cataloging website. These searches may return 1,000, 10, 10,000, or more webpages with those phrases. More than likely only the top 10 or 25 URLs are shown to the user without having to click a link to view another webpage. These top 10, 25, and even 50 positions are well coveted. The positions of webpages differ depending on 15 the keywords, terms, phrases, etc., that the searcher enters and are matched with the keywords, terms, and phrases found within the code of the webpages.

Some Internet cataloging websites, crawling search engines, 20 will crawl the Internet, known as "webcrawlers", in order to find and then index the URLs and text of the webpages that were found during the crawl. Other Internet cataloging websites, and some crawling search engines, require that someone submit 25 the URL through a form on the Internet cataloging

website. Once the website is found the website may be searched, known as "spidering", to find additional webpages.

5 Spidering is the act of finding the original URL webpage and then following each link, a URL directing a user to the associated webpage, found within the webpage. Spiders typically do not spider farther down than one or two links from the main webpage, leaving
10 many webpages uncatalogued. Spiders also typically only follow links found within the main webpage. Links that are not on the main webpage may never be spidered.

15 Since websites want traffic, users to visit their site, it is very important that the webpages within a site be indexed on an Internet cataloging website. Some Internet cataloging websites do not crawl or spider, and require someone to enter each individual URL for each webpage within the website. However, this
20 is not an easy task, entering each URL manually into each Internet cataloging website is time consuming and laborious. Only a few Internet cataloging websites were mentioned, however hundreds if not thousands exist.

Even if someone was able to manually submit each URL from a website into all the Internet cataloging websites they wished to be indexed in, the Internet cataloging websites are not perfect and may lose URLs.

5 This requires that the URLs be resubmitted, but you never know which Internet cataloging website has lost a URL, which URL was lost, and when it was lost, unless you search the Internet cataloging websites one at a time, for each and every URL.

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Users must also submit URLs frequently, not all Internet cataloging websites catalog every URL given to them. Internet cataloging websites also typically have daily, weekly, and monthly quotas on the number of URLs 15 that may be submitted from a given website. Therefore, it may take multiple submissions before a URL is cataloged. Someone has to keep track of how many URLs were submitted to each engine, which URLs were submitted to which engine, and when each URL was 20 submitted to which engine.

25 Another difficult task is keeping track of the URLs. Additional webpages are created for websites constantly, so URLs may change, new URLs may be created and URL's removed. This is another time consuming

task. URL's may also be dynamic. Dynamic URL's are created at the time the user clicks on a link or otherwise requests a webpage that is automatically created by a program on the website, an example is a webpage tailored to the user by placing the users name within the webpage to personalize the webpage.

With all the restrictions regarding URL submissions, submitting a URL for a webpage that was submitted previously and is still in the engine should not be done, and is a waste of resources, if the URL webpage content has not changed. It is very difficult for someone to determine whether the webpage has changed since the last time it was submitted.

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It is also very important to comply with Internet cataloging website rules for submissions. If a user submits too often, follows the wrong process, or makes other mistakes which an Internet cataloging website may discourage, the user runs the risk of having their URL removed, or not cataloged in the first place, or worse their domain name may be banned from ever being catalogued.

Once a URL is catalogued within an Internet cataloging website, the owner of the URLs would like to know the ranking of each URL within each cataloging website, know when each URL's ranking changes, when a 5 URL has been removed, and otherwise track the URLs of the website.

Services exist to submit a given website URL to a number of Internet cataloging websites. However these 10 services simply submit a URL which is provided manually by a user. A user must determine when to submit URLs and perform a submission. For websites with a large number of URLs, 1000 or more, the process of manually submitting each URL to a service for submittal is also 15 laborious and cumbersome. Some existing services may also submit multiple URLs to a website.

The disadvantages of the current services are solved by the present invention.

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FEATURES AND ADVANTAGES

The present invention provides multiple advantages, including but not limited to the following:

(1) Website URL's may be resubmitted, through an automated process, using user preferences such as: time for resubmittal, date of resubmittal, after checking to see if the URL is already indexed in an Internet cataloging website, after checking to see if the indexed URL has achieved an acceptable ranking, after checking to see if the indexed URL has achieved an acceptable ranking for user specified key words;

10 (2) webpage titles, meta-tag descriptions, and meta-tag keywords, may be viewed for all website URLs in a unique, manageable layout so the user may determine if changes to webpages need to be made before a URL is submitted;

15 (3) when webpages using techniques that disallow the URL to be submitted to an Internet cataloging website, the URL may be modified so as to allow submittal;

20 For example webpage URLs utilizing frames may be submitted, but the webpages within the frames with the content are not viewable by the Internet cataloging website. The present invention allows submittal of webpages found within frames.

25 Another example is the use of an image map, an image which allows a user to chose a portion of the image by clicking on it and being sent to another

webpage through the URL associated with the chosen coordinates of the image map, if references to links are not found then the spider cannot follow the links, the current invention is capable of spidering image maps to obtain URL's.

Yet another example is the passing of parameters by webpages, which Internet cataloging engines are unable to catalog. By removing the parameter passed it is possible to create a catalogable URL;

10 (4) the entire website, all webpages, may be spidered;

15 (5) all URLs from spidered webpages may be submitted, and a user may choose not to submit some or all of the webpages, the present invention may also choose not to submit some or all of the webpages based on predetermined criteria;

20 (6) server logs, which are flat files containing information regarding website traffic, such as who came to the site, when they came, how they got there, if they used an Internet cataloging website - which terms did they use to search and find the URL, etc., may be used to glean valuable information which may be used to create optimized webpages in an effort to achieve more relevant search results;

(7) the present invention may also limit the links submitted to a subset of all links found on the website, either specified by the user, or determined by the present invention in an effort to follow Internet cataloging engines rules;

(8) the present invention spiders the website, and spiders the entire website, unless instructed otherwise;

(9) the present invention may keep track of when the website webpages were last spidered;

(10) all website webpages are tracked, both internal website links and external website links;

(11) external website links may be tracked as well, and whether or not the links are valid is also tracked;

(12) an Internet catalog engine spider does not spider a page, directory, or entire site, located in a robots.txt file, while the present invention may spider the entire site, including links from webpages within a webpage which is within the robots.txt file, for completeness;

(13) the present invention may save each webpage that is spidered and upon future spidering the webpages will be compared to determine whether any changes have

been made, if changes have not been made then the webpage does not have to be resubmitted;

5 (14) depending on Internet catalog engine rules, or at a users request, a limited number of website URLs may be submitted at any one time, based on time of day, day of month, etc.;

10 (15) pages may also be selectively submitted to Internet catalog engines based on whether or not they have a ranking, or an acceptable ranking, within the Internet catalog engine;

(16) the present invention spider can count levels of directories to determine how deep the spider has penetrated the website;

15 (17) test the webpage code to check for errors before submitting the URL to an Internet catalog engine;

20 (18) submittal of webpage URLs from files, instead of webpage spidering, since URLs may not be linked to a main page that would be found by the Internet catalog engine's spider;

(19) URLs may be selectively submitted, based on criteria such as the newest URL links found, last submitted, first submitted, lowest Internet catalog engine rankings in general or for specific keywords;

(20) determine how high a URL for a webpage ranks based on keywords;

(21) suggest keywords to be used based on the webpage or prior search results;

5 (22) rankings and reports show progress being made, submission strategies may be revised based on the results;

10 (23) allowing a file of links to be read and spidered without submitting the main file containing the links, thereby keeping the master link file anonymous and unavailable to internet catalog engines;

15 (24) when searching an Internet cataloging engine for rankings of a domain name, URL's may appear for the chosen domain which have not been found by the spider, these may be URL's which are no longer active, these URL's will be noted as found and the domain checked to determine if the URL is "not found" or what the status is, also the ranking and other statistics may be kept, and

20 (25) all of the results of the above features may be reported both on-screen and off-line, to a printer, file, database, etc.

The present invention manages website visibility. In accordance with the present invention, webpage URLs within websites will be efficiently and effortlessly submitted and catalogued with Internet cataloging search engines. A variety of features are provided to create a website and webpages which may be more easily received by the Internet cataloging website. In accordance with one feature of the invention, webpage URLs may not be submitted if the maximum number of submittals have been reached. In accordance with another feature of the invention, webpage URLs may not be submitted if the webpage has not been modified since the last submittal, unless it is no longer in the search engine. Additional features are provided for managing a websites visibility.

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BRIEF DESCRIPTIONS OF THE DRAWINGS

Figures 1 through 4 are block diagrams illustrating the process of the present invention.

Figure 1 is a block diagram of the present invention process.

Figure 2 is a block diagram continuation of the present invention process in Figure 1.

Figure 3 is a block diagram continuation of the present invention process in Figure 2.

5 Figure 4 is a block diagram continuation of the present invention process in Figure 3.

Figures 5 through 32 are screen shots of the present invention.

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DETAILED DESCRIPTION OF THE INVENTION

Referring now to the figures, figure 1 is a block diagram of the present invention process. Step 100 begins the process with an initial spidering of a website. It is preferred to spider the website by moving through the directories to find the webpages, therefore the entire website will be spidered and all webpages found. Webpage URLs may be created by using the domain name and directories to create acceptable URLs.

Spidering by pulling URLs out of the main webpage will not find webpages which are not linked off of the main webpage or a subsequent webpage. By moving through the directories of the website every webpage will be uncovered and an acceptable URL created. All the webpages within the website are obtained.

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Step 102 then checks the robots.txt file. A robots.txt file is a universally known file used on websites to inform spiders and others searching through the website which webpages should not be indexed by an

internet cataloging engine. Directories are also specified.

Step 104 then checks each individual webpage found. Step 106 determines for each webpage, whether there is a "<FRAMESET>" tag found in the webpage code. A "<FRAMESET>" tag designates that the webpage has frames. Pages source for each webpage linked off of the frame webpage needs to be found, in step 108.

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Step 110 then determines if this is the first time the webpage has been found. If this is the first time this webpage has been found then the entire webpage may be saved into an archive area in step 112. The saving off of webpages is performed so the archived webpage may be compared to currently visible webpages on the website to determine if changes have been made that would warrant another submission to an internet cataloging search engine.

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Step 114 is reached only if the webpage has been checked before, and therefore has an archived version. The archived version of the webpage is compared with the currently visible webpages on the website to determine if changes have been made. If changes have

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been made then the page is noted to be a possible resubmission. If changes have not been made then the page is noted as not having changed.

5 Step 116 then parses the webpage code to obtain common attributes: such as the page titles, metatags containing keywords, descriptions, and other common attributes. These attributes are used by Internet cataloging engines as one indicator of relevancy when 10 retrieving search results. Therefore, webmasters like to view these attributes in a manner that is easy to read and determine what is lacking and what needs to be modified, or what is working well when comparing the ranking results to the common attributes.

15 Step 118 then checks the robots.txt file to determine if the individual webpages are listed as files not to be indexed. If the individual webpages are tagged as not to be indexed then the webpage is 20 tagged so that they will not be sent to an Internet cataloging website. If the webpage is listed as not to be followed, then the webpage is tagged so it will not be indexed, but continue to follow the file anyway for additional links.

Step 118 then passes to continuation step 120 which continues in figure 2 as step 200. Figure 2 is a block diagram continuation of the present invention process in Figure 1.

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Continuation step 200 passes on to step 202. Step 202 creates a file of all the webpages found on the website. Step 202 then passes to step 204. Step 204 decides whether webpages still need to be placed in the 10 file. The process then passes to step 206

Step 206 then determines if the links found are within the current website or are external. If the 15 links are within the current website then they are placed in an internal link file. If the links are external to the website then they are placed into an external link file.

Step 208 then determines if the links found in the 20 files will be acceptable to Internet cataloging engines. An Internet cataloging engine can only accept links that will direct a user to a webpage when clicked. A link is a URL which has the address of a file accessible on the Internet. The URL contains the 25 name of the protocol required to access the resource,

in the case of web pages the protocol would be the HTTP (the Hypertext Transfer Protocol) and a domain name to identify a specific computer on the Internet, along with a file or directory path if necessary. For example, http://www.positionpro.com/price.cfm, or http://209.176.240.155/price.cfm.

If a link, the file, does not have the domain then add the domain name and appropriate directories. The domain in this illustrative example is simply "positionpro.com". So for a file named "price.html" within a directory named "price", the resulting URL would be http://www.positionpro.com/price/price.html. This URL would be acceptable to an Internet cataloging website.

Step 210 then removes links, files, which would not be valid to submit to Internet cataloging websites. Such invalid files would be pictures, such as JPEG and GIF files, and others non-webpages. Step 212 then begins the submittal process which continues in figure 3.

Figure 3 is a block diagram continuation of step 212 in figure 2. Step 300 begins the submittal process

by passing the process to step 302. Step 302 determines if there are websites in the queue to be submitted to the Internet cataloging websites. If there are not websites left to be submitted then the 5 process ends at step 304. If additional websites are left the process passes to step 306.

Step 306 retrieves the domain name of the next website to be submitted to an Internet cataloging 10 website. Step 308 then determines if the website may be submitted. A website may not be submitted for a variety of reasons. It is possible that the particular website is not to be submitted until the next submission process, and the user of the process can 15 determine when websites should and should not be submitted.

If the website is to be submitted, then step 308 passes the process on to step 310. If the website is 20 not to be submitted, the process passes back to step 302 to determine if additional websites are in the queue to be submitted.

Step 310 then determines if the website is to be 25 submitted to the first Internet cataloging website in

the list of websites. Steps 310, 314, and 318, each determine if another Internet cataloging website is to be submitted to. In each step 310, 314, and 318, if the Internet cataloging website is to be submitted to 5 then the process passes to step 312, 316, and 320, respectively. Each step 312, 316, and 320 then pass the process to step 400 shown in figure 4 for submittal to the Internet cataloging website.

10 The process works down through 310, 314, and 318, and then on to step 322 to determine if all websites have been submitted to. If additional websites need to be submitted then the process passes back to step 302. If all websites had been submitted to then the process 15 passes on to step 324 and is finished.

Figure 4 is a block diagram continuation of the present invention process in Figure 1. Step 400 begins the process. Step 402 determines if the URL is valid. 20 Validity not only means acceptability by an Internet cataloging website, but also whether or not the URL points to an active webpage that exists and is obtainable over the Internet. If the URL is invalid then it is flagged in step 404.

If the URL is valid then step 408 determines if the Internet cataloging website is presently working or has problems. The Internet cataloging website may be pinged by sending out a test to determine if the 5 submittal of a URL will return an error or work correctly.

If the Internet cataloging website is having problems and cannot currently receive URL submissions 10 then the process passes to step 410. Step 410 immediately sends a notification via e-mail to the administrator of the present invention to inform them that submittals cannot be made for a particular Internet cataloging website and it needs to be 15 investigated. In step 414 the process stops and is passed back to the process in figure 3 for submittal to another Internet cataloging website.

If the Internet cataloging website is working fine 20 and can currently receive URL submissions then the process passes to step 412. Step 412 determines if the maximum number of URLs have been submitted. Internet cataloging websites have rules about daily, weekly, and monthly submissions and set a maximum number of URLs 25 that may be submitted for any one particular domain.

Once that number has been met the present invention ceases the submission of URLs to that particular Internet cataloging website.

5 Step 416 marks the file of URLs for the current website domain with the last URL to be submitted. The process passes to step 414 and the process is passed back to the process in figure 3 for submittal to another Internet cataloging website.

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If the maximum number of URLs have not been submitted then the process passes to step 418. In step 418 the URL is submitted to the Internet cataloging website. The URL is then flagged as being submitted to that particular Internet cataloging website, and the time and date of the submission is recorded. The process then passes to step 420 to wait for a response from the Internet cataloging website.

20 Step 422 then determines if the URL was received successfully. If the URL was not received successfully then step 424 sends an email to the administrator of the present invention denoting that a problem occurred. The administrator is told which URL was to be submitted, which Internet cataloging website it was to

be submitted to, date of submittal, time of submittal, and error message. The URL is also flagged as not received properly.

5 The process then passes to step 426 to determine if additional URLs need to be submitted for the website. If additional URLs need to be submitted then the process passes to step 406. Step 406 then obtains the next URL for the current website and passes the 10 process on to step 402.

15 If additional URLs do not need to be submitted then the process passes from step 426 to step 428 and finishes submittal to the current Internet cataloging website and the current website. The process passes back to the process in figure 3.

20 Figures 5 through 32 are screen shots of the present invention.

Figure 5 is a screen shot of the present invention showing the number of URLs which have been submitted to Internet cataloging websites, the number of submissions to date, and the restrictions each Internet cataloging 25 website has. Restrictions are shown as the maximum

number of submissions each Internet cataloging website is able to receive per day and per week.

The screen shot shows a list of menu items down the 5 left side of the screen as follows: Home, Main, Submissions, internal URLs, Internal Errors, Frames, Doorway, Ranked URLs, Indexed Count, Excluded URLs, External Links, External Errors, Rankings, History, Titles, Description, Keywords, Lookup/Add URL, Search 10 Engines, Edit Keywords, Retrieve code. These menu items are repeated on every screen shot.

Figure 6 is a screen shot of statistics for the current website being submitted to Internet cataloging 15 engines, the website is shown as <http://www.tahoevacationguide.com>. Multiple statistics are shown: 395 pages were acceptable to search engines, with 4 possible errors, 83 external links found, 1 possible error, pages without titles, descriptions, 20 keywords etc., and the total number of submissions are shown.

Figure 7 is a screen shot of the individual webpages submitted to a specific Internet cataloging 25 engine, and whether or not they were accepted.

Figure 8 is a screen shot of the individual webpages submitted to a specific Internet cataloging engine, and the status of each webpage.

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Figure 9 is a screen shot of individual webpages that had a problem and the webpage that referenced the problematic webpage.

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Figure 10 is a screen shot showing the webpages that have frames and when they were last crawled.

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Figure 11 is a screen shot of the doorway pages that were last crawled.

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Figure 12 is a screen shot showing webpages that rank within an Internet cataloging engine, which Internet cataloging engine they rank in, and the phrase that the webpage was found under when doing a query within the Internet cataloging engine.

Figure 13 is a screen shot of the URLs which have been tagged as URLs which should not be submitted to

Internet cataloging engines, either by the robots.txt file or from a 'noindex' tag.

Figure 14 is a screen shot of external links found 5 within the website being submitted to Internet cataloging engines. The external links have codes associated with them to show if the external webpage is: not validated, okay, not found, moved, or there was a connection failure.

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Figure 15 is a screen shot of the one external webpage that showed a code which indicated a possible problem. Code number eight shows that there was an error connecting to the external webpage. A link 15 showing the webpage that referenced the external link is also shown for debugging purposes.

Figure 16 is a screen shot of which Internet cataloging engines show a webpage from the domain name 20 being submitted within the first 10 search results, and then within the second 10 search results. The words and phrases used when searching the Internet cataloging engines are also shown. Finally, the actual webpage 25 that was found on each Internet cataloging engine is shown.

Figure 17 is a screen shot of the webpages that were ranked within a given Internet cataloging engine, the date the webpage was found, and which search result 5 page the webpage was found on. Additional information about each webpage can be found by following the "Info" link shown on the right side of the screen.

Figure 18 is a screen shot of how many webpages of 10 the domain name being submitted to the Internet cataloging engines were found within the first two pages returned by the Internet cataloging engines, on specific dates.

Figure 19 is a screen shot showing the titles of 15 all the webpages within the domain that is being submitted to Internet cataloging engines. The purpose is to show the webmaster whether they have any titles at all, or whether they are writing effective titles. In 20 many cases, as this screen shot shows, the web programmer simply used the same title for multiple webpages, which does not assist a user searching for the information found on the webpage if the title does not reflect the information found on the webpage.

The title is shown in the title bar of the web browser and is used frequently by Internet cataloging engines to assist in finding relevant search results. The screen shot assists in showing whether or not the 5 web programmer is effectively using webpage titles.

Figure 20 is a screen shot showing the descriptions of all the webpages within the domain that is being submitted to Internet cataloging engines. The screen 10 shot assists in showing whether or not the web programmer is effectively using webpage descriptions.

Figure 21 is a screen shot showing the keywords of all the webpages within the domain that is being submitted to Internet cataloging engines. The screen 15 shot assists in showing whether or not the web programmer is effectively using webpage keywords.

Figure 22 is a screen shot of a search for 20 webpages.

Figure 23 is a screen shot showing that the user may decide how many webpages to submit to a specific Internet cataloging website per day and per week.

Figure 24 is a screen shot showing the keywords to be searched when determining whether or not webpages from the domain are found within the Internet cataloging engines.

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Figure 25 is a screen shot of a search capability to e-mail the code of a webpage in text format.

Figure 26 is a screen shot of detailed information for a specific webpage, the webpage shown is <http://www.tahoevacationguide.com/Groups/amenitiesandrates.html>. The user may choose which Internet cataloging engines to submit the webpage to. Title, description, and keywords are shown, along with the date the webpage was first found and the date the webpage was last crawled. The webpage referring this webpage is shown. Finally the time and date of each submittal to an Internet cataloging engine is shown.

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Figure 27 is a screen shot similar to figure 26, however this screen shot shows that the webpage has been scheduled to be submitted to three Internet cataloging engines shown with the checks next to the engines name.

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Figure 28 is a screen shot showing similar information to that in figure 26.

Figure 29 is a screen shot showing similar information to that in figure 26.

5 Figure 30 is a screen shot of administrative functions that may be performed by the programmer maintaining the present invention.

10 Figure 31 is another screen shot of administrative functions that may be performed by the programmer maintaining the present invention.

15 Figure 32 is another screen shot of administrative functions that may be performed by the programmer maintaining the present invention.

CLAIMS

5 What is claimed is:

1. A website management method for managing a websites visibility on the Internet, comprising the steps of:

10 retrieving at least one file name;

 determining if the file name is to be submitted to an Internet cataloging website, and

15 submitting an acceptable uniform resource locator containing the file name to at least one Internet cataloging website.

20 2. The website management method as in claim 1, further comprising the step of:

 storing only the file names known to be webpages.

25 3. The website management method as in claim 2, further comprising the step of:

 storing the entire file associated with the file name.

30 4. The website management method as in claim 1, further comprising the step of:

 storing only the file names known to be webpages and were submitted to at least one Internet cataloging website.

35 5. The website management method as in claim 4, further comprising the step of:

 storing the entire file associated with the file name that was submitted to at least one Internet cataloging website.

40 45 6. The website management method as in claim 4, wherein storing only the file names known to be webpages further comprises storing the date and time the file name was submitted to at least one Internet cataloging website and the name of the Internet cataloging website.

7. The website management method as in claim 1, further comprising the step of:

5 determining which file names are to be submitted to the Internet cataloging search engine.

10 8. The website management method as in claim 1, wherein retrieving at least one file name further comprises the step of:

reading file names from a file.

15 9. The website management method as in claim 1, wherein retrieving at least one file name further comprises the steps of:

20 searching the programming code of the file name retrieved for additional file names known to be webpages, and

25 searching each additional file name known to be a webpage for additional file names known to be webpages until all webpages linked from the file name have been exhausted.

30 10. The website management method as in claim 1, wherein retrieving at least one file name comprises the steps of:

35 searching all the file names known to be a webpage within the current directory;

traversing each and every directory from the current directory, and

40 searching each traversed directory for additional file names known to be webpages.

45 11. The website management method as in claim 10, further comprising the step of:

creating a uniform resource locator by combining the file name with the protocol, domain name, and corresponding traversed directory name.

12. The website management method as in claim 7, wherein determining which file names are to be submitted further comprises the steps of:

5 checking the date the file name was last submitted to the Internet cataloging engine;

10 checking the submission rules associated with the Internet cataloging engine to submit the file name to, and

15 allowing the file name to be submitted if the date the file name was last submitted does not violate the rules of the Internet cataloging engine.

20 13. The website management method as in claim 7, wherein determining which file names are to be submitted further comprises the steps of:

25 checking the user defined rules for the number of uniform resource locators to be submitted to the Internet cataloging engine, and

30 25 allowing the file name to be submitted if the submission does not violate a user defined rule.

35 14. The website management method as in claim 5, further comprising the step of:

40 determining which file names are to be submitted to the Internet cataloging search engine.

45 35 15. The website management method as in claim 14, wherein determining which file names are to be submitted further comprises the steps of:

40 40 comparing the data associated with the stored file name to the current corresponding file name file data found on the website, and

45 45 allowing the file name to be submitted to the Internet cataloging search engine if the file name file data found on the website is different from the data associated with the stored file name.

16. The website management method as in claim 7, wherein determining which file names are to be submitted further comprises the steps of:

5 searching a file containing file names that are not to be submitted to search engines;

10 not allowing the file name to be submitted to an Internet cataloging search engine if the file name is found in the file containing file names that are not to be submitted to search engines.

15 17. A website management method as in claim 1, wherein submitting an acceptable uniform resource locator further comprises:

20 determining if the uniform resource locator is in a form acceptable to the Internet cataloging search engine, and

25 25 modifying the uniform resource locator to be in a form acceptable to the Internet cataloging search engine the uniform resource locator is to be submitted to, if it is determined to be in a form that is unacceptable to the Internet cataloging search engine.

30 18. The website management method as in claim 1, further comprising the step of:

35 35 storing filenames known to be webpages that exist on the website being managed.

40 19. The website management method as in claim 1, further comprising the step of:

45 40 Storing filenames known to be webpages that exist on external websites which are not being managed.

50 20. The website management method as in claim 1, further comprising the step of:

45 45 displaying the uniform resource locators associated with the managed website.

50 21. The website management method as in claim 1, wherein displaying the uniform resource locators

associated with the managed website further comprises displaying the title within the webpage associated with the uniform resource locator.

5

10 22. The website management method as in claim 1, wherein displaying the uniform resource locators associated with the managed website further comprises displaying the metatag information within the webpage associated with the uniform resource locator.

15 23. The website management method as in claim 1, wherein displaying the uniform resource locators associated with the managed website further comprises displaying the title within the webpage associated with the uniform resource locator.

20 24. The website management method as in claim 1, wherein displaying the uniform resource locators associated with the managed website further comprises displaying the ranking position of the uniform resource locator within a desired search engine.

25

30 25. A website management method for managing a websites visibility on the Internet, comprising the steps of:

retrieving at least one file name;

35 creating an acceptable uniform resource locator by combining the file name with a protocol and a domain name, and

submitting the acceptable uniform resource locator to at least one Internet cataloging website.

40

45 26. Computer executable software code stored on a computer readable medium, the code for managing a websites files for submission to a search engine, comprising:

code for retrieving at least one file name;

50 code for determining if the file name is to be submitted to an Internet cataloging website, and

code for submitting an acceptable uniform resource locator containing the file name to at least one Internet cataloging website.

5

27. Computer executable software code stored on a computer readable medium, the code for managing a websites files for submission to a search engine, comprising:

10

code for retrieving at least one file name;

15

code for creating an acceptable uniform resource locator by combining the file name with a protocol and a domain name, and

20

code for submitting the acceptable uniform resource locator to at least one Internet cataloging website.

**ABSTRACT****Website Management**

5 The present invention manages website visibility. In accordance with the present invention, webpage URLs within websites will be efficiently and effortlessly submitted and catalogued with Internet cataloging search engines. In accordance with one feature of the 10 invention, webpage URLs may not be submitted if the maximum number of submittals have been reached. In accordance with another feature of the invention, webpage URLs may not be submitted if the webpage has not been modified since the last submittal, unless it 15 is no longer in the search engine. Additional features are provided for managing a websites visibility.

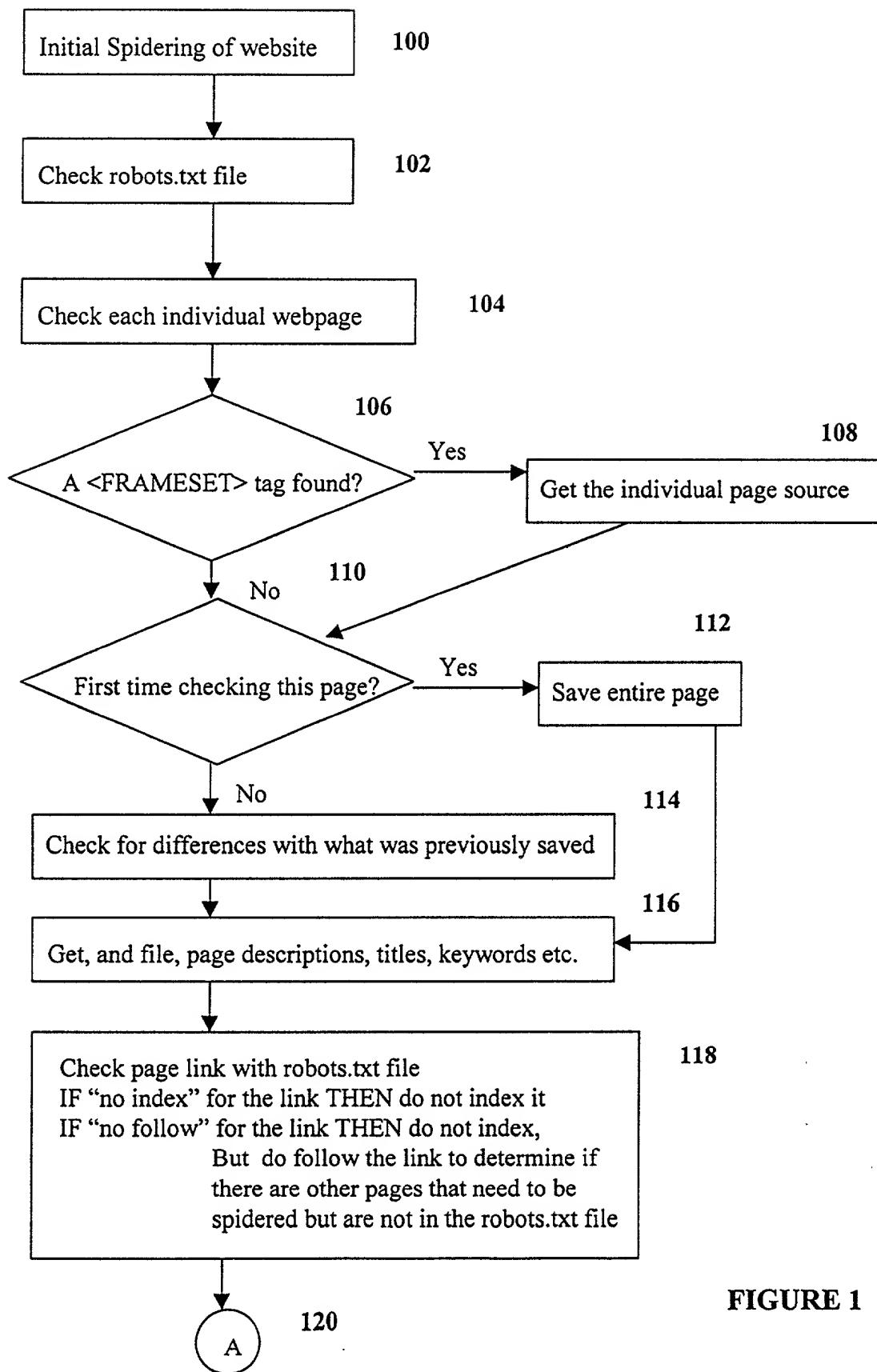


FIGURE 1

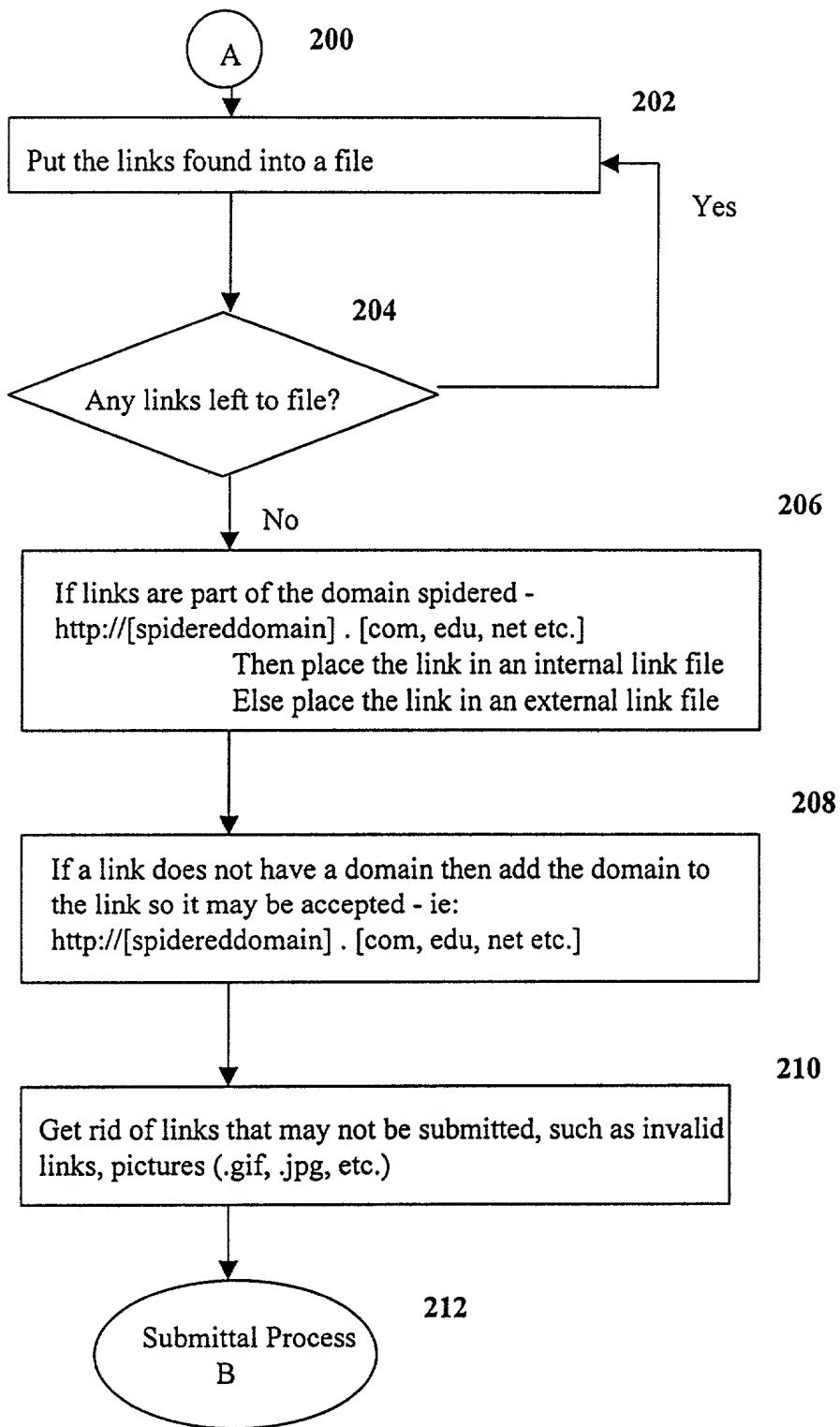


FIGURE 2

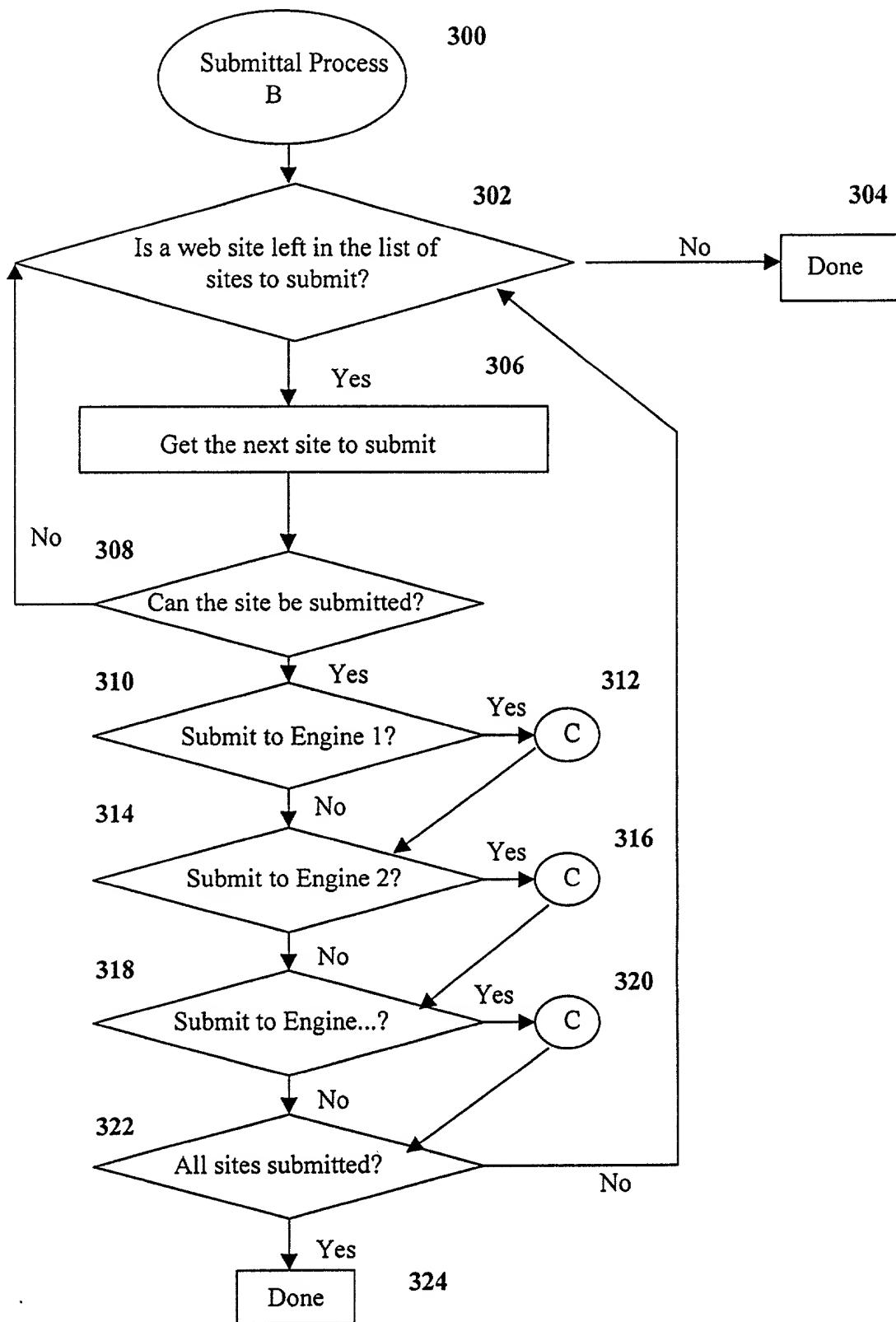


FIGURE 3

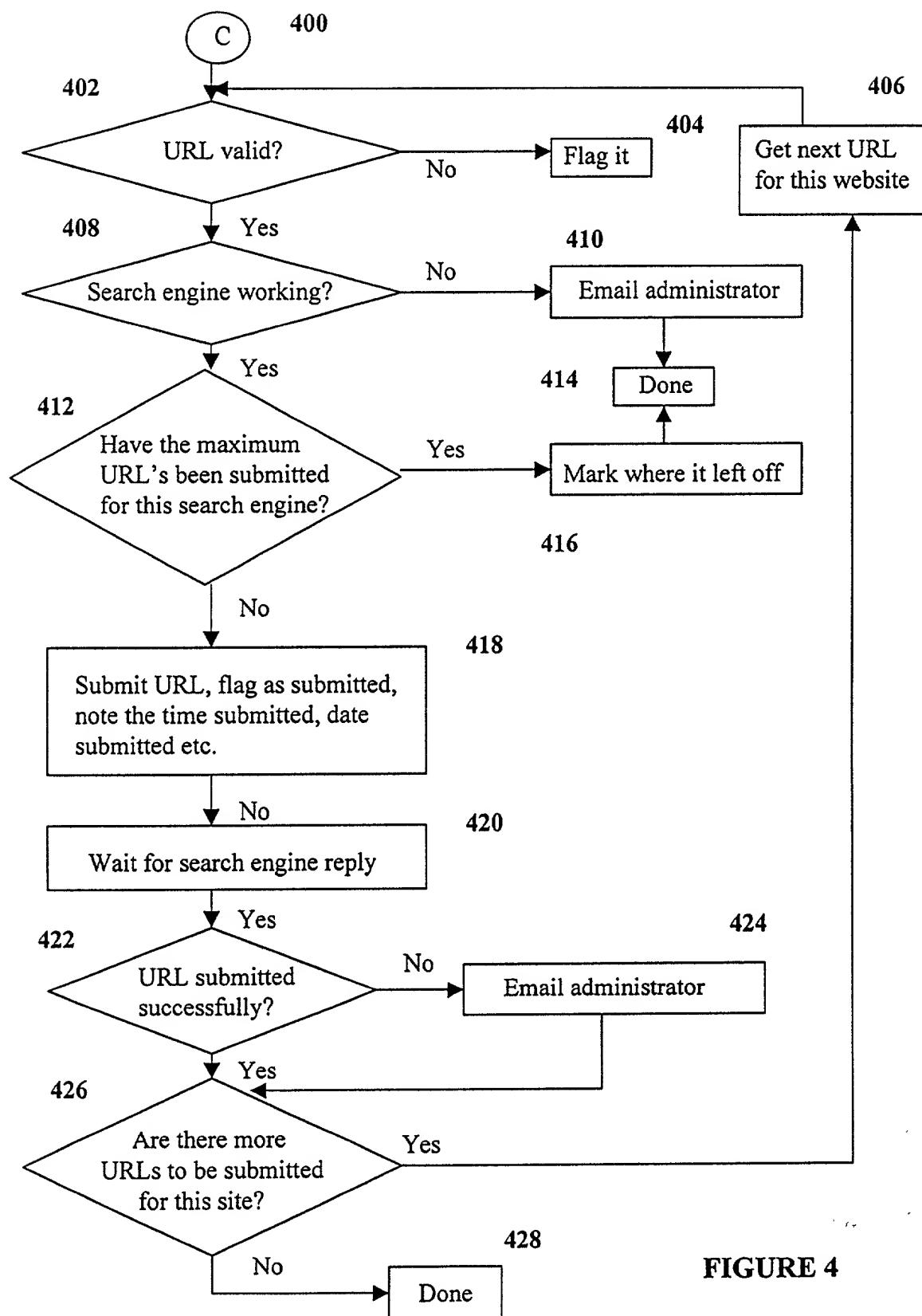


FIGURE 4

POSITION

PRO

Search Engine and Site Management

[Home](#)

[Main](#)

[Reports](#)

[Submissions](#)

[Internal URLs](#)

[Internal Errors](#)

[Tables](#)

[Rawway](#)

[Ranked URLs](#)

[Indexed Count](#)

[Excluded URLs](#)

[External Links](#)

[External Errors](#)

[Engines](#)

[Rankings](#)

[History](#)

[Meta](#)

[Titles](#)

[Description](#)

[Keywords](#)

[Other](#)

[Pop-up Add URL](#)

[List of Engines](#)

[Edit Keywords](#)

[Edit Page Code](#)

Submit Report

As of May 18, 1999 Position Pro has successfully submitted to the search engines a total of 2241 URLs for Tahoe (Click engine for URL listing)

| Engine | Submissions | Maximum |
|------------|-------------|------------------------|
| Alta Vista | 222 | Up to 8 URLs per day |
| Excite | 148 | Up to 25 URLs per week |
| Hotbot | 627 | Up to 50 URLs per day |
| Infoseek | 560 | Up to 50 URLs per day |
| Lycos | 560 | Up to 50 per day |
| Webcrawler | 124 | Up to 25 URLs per week |

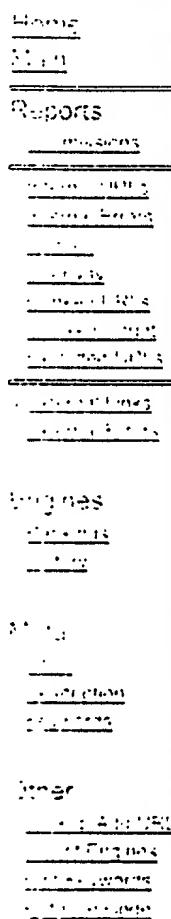
Position Pro has submitted a total of 2241 URLs to the above engines.

Figure 5

POSITION

PRO

Search Engine and Site Management



Welcome to Position Pro.

Below are general statistics regarding your site. For detailed information, use the navigational window on the left.

Statistics for <http://www.tahoevacationguide.com>

Internal Site Info

Pages/URLs: 395 - Acceptable to the engines

Possible errors: 4

Frames: 5

Doorway pages: 0

External Site Info

External links: 83

Possible external errors: 1

Title and Meta tag

URLs with titles: 395 and 0 without

URLs with descriptions: 313 and 82 without

URLs with keywords: 313 and 82 without

Submission Info

Position Pro has made 2266 submissions to date.

Visibility with search engines

Listings found on search engine's first page: 1

Listings found on search engine's second page: 13

Description of reports

Internal Reports

1. Internal URL's - There are links which were found while crawling your site. Position Pro has verified these links to be valid and will allow them to be submitted to the engines.
2. Internal Errors - Here you will find a report of possible errors such as 404s (bad link), connection problems, page not found errors and invalid html code errors. These URLs will not be submitted to the engines unless validated at a later date.
3. Frames - Many of the engines have difficulty with frames. We would always suggest that when possible, refrain from using frames.
4. Doorway - Pages you or others have created for the express purpose of grabbing a search engines attention.

External Reports

1. External Links - Links which refer to a page not within the <http://www.tahoevacationguide.com> domain
2. External Errors - These are links which Position Pro could not completely validate. They are not necessarily bad. We suggest you manually verify these.

POSITION PRO

Search Engine and Site Management

| |
|----------------------|
| Home |
| Help |
| Reports |
| Submissions |
| External Links |
| Internal Errors |
| Keywords |
| Search Engine URLs |
| Search Engine Errors |
| Engines |
| Add URLs |
| Keywords |
| Other |
| Add URLs |
| Add Engines |
| Keywords |
| Code |

| Engine/URL | Accepted |
|---|-----------|
| Webcrawler - 124 URLs | |
| http://www.tahoevacationguide.com/weathernavbar.html | Yes 10000 |
| http://www.tahoevacationguide.com/LTRB/Homes/1417J.html | Yes 10000 |
| http://www.tahoevacationguide.com/LTRB/nearskiareasShomes.html | Yes 10000 |
| http://www.tahoevacationguide.com/LTRB/nearskiareasNS.html | Yes 10000 |
| http://www.tahoevacationguide.com/LTRB/southshoreNShomes.html | Yes 10000 |
| http://www.tahoevacationguide.com/weatherheader.html | Yes 10000 |
| http://www.tahoevacationguide.com/Activities/weddingcarriages.html | Yes 10000 |
| http://www.tahoevacationguide.com/TKR/tahokeysresortShomes.html | Yes 10000 |
| http://www.tahoevacationguide.com/TKR/Homes/2249B.html | Yes 10000 |
| http://www.tahoevacationguide.com/TKR/worldclassamenities.html | Yes 10000 |
| http://www.tahoevacationguide.com/TKR/Homes/1751V.html | Yes 10000 |
| http://www.tahoevacationguide.com/TKR/Homes/464C.html | Yes 10000 |
| http://www.tahoevacationguide.com/TKR/Homes/1881C.html | Yes 10000 |
| http://www.tahoevacationguide.com/TKR/Homes/477C.html | Yes 10000 |
| http://www.tahoevacationguide.com/Activities/weddings.html | Yes 10000 |
| http://www.tahoevacationguide.com/ | Yes 10000 |
| http://www.tahoevacationguide.com/TKR/Homes/440C.html | Yes 10000 |

POSITION PRO

Search Engine and Site Management

http://www.tahoevacationguide.com has 395 Internal Pages submitted to the search engines

Status Code: 0=not spidered 1=OK 2=Frame 4=404 Error 5=Other problem
X=Excluded from submission

1 thru 50 of 395 URLs

Status Info

| | | |
|---|---|------|
| http://www.tahoevacationguide.com/LTRB/Homes/3729V.html | 1 | Info |
| http://www.tahoevacationguide.com/LTRB/Homes/827G.html | 1 | Info |
| http://www.tahoevacationguide.com/LTRB/Homes/1417J.html | 1 | Info |
| http://www.tahoevacationguide.com/LTRB/nearskiareasNShomes.html | 1 | Info |
| http://www.tahoevacationguide.com/Activities/waterskiing.html | 1 | Info |
| http://www.tahoevacationguide.com/Activities/windsurfing.html | 1 | Info |
| http://www.tahoevacationguide.com/Activities/dogsledding.html | 1 | Info |
| http://www.tahoevacationguide.com/Activities/iceskating.html | 1 | Info |
| http://www.tahoevacationguide.com/Activities/sledding.html | 1 | Info |
| http://www.tahoevacationguide.com/Activities/sleighriding.html | 1 | Info |
| http://www.tahoevacationguide.com/Activities/snowmobiling.html | 1 | Info |
| http://www.tahoevacationguide.com/Activities/snowshoeing.html | 1 | Info |
| http://www.tahoevacationguide.com/TKR/worldclassamenities.html | 1 | Info |
| http://www.tahoevacationguide.com/TKR/tahokeysresortNShomes.html | 1 | Info |
| http://www.tahoevacationguide.com/TKR/tahokeysresortShomes.html | 1 | Info |
| http://www.tahoevacationguide.com/TKR/tahokeysresortScondos.html | 1 | Info |
| http://www.tahoevacationguide.com/Activities/whitewaterrafting.html | 1 | Info |
| http://www.tahoevacationguide.com/LTRB/nearskiareasShomes.html | 1 | Info |
| http://www.tahoevacationguide.com/LTRB/nearskiareasNS.html | 1 | Info |
| http://www.tahoevacationguide.com/LTRB/nearskiareasScondos.html | 1 | Info |
| http://www.tahoevacationguide.com/LTRB/southshoreNShomes.html | 1 | Info |
| http://www.tahoevacationguide.com/LTRB/southshoreShomes.html | 1 | Info |
| http://www.tahoevacationguide.com/LTRB/southshoreNScondos.html | 1 | Info |
| http://www.tahoevacationguide.com/Groups/photogallery.html | 2 | Info |
| http://www.tahoevacationguide.com/Groups/phototour.html | 1 | Info |
| http://www.tahoevacationguide.com/Groups/amenitiesa | | |

POSITION PRO

Search Engine and Site Management

http://www.tahoevacationguide.com has 4 Internal links which are broken.

Status Code: 0=Not Validated, 1=Ok, 4=404, 5=Invalid Page, 6=Page Has Moved, 7=Page 8=Connection Failure

| Problem URL | Reference URL |
|---|---|
| http://www.tahoevacationguide.com/TKR/Homes/17T.html | http://www.tahoevacationguide.com/TKR/tahoekeysreso |
| http://www.tahoevacationguide.com/TKR/Homes/18T.html | http://www.tahoevacationguide.com/TKR/tahoekeysreso |
| http://www.tahoevacationguide.com/LTRB/Homes/Ranch.html | http://www.tahoevacationguide.com/TKR/tahoekeysreso |
| http://www.tahoevacationguide.com/LTRB/Homes/770L.html | http://www.tahoevacationguide.com/TKR/tahoekeysreso |

POSITION

PRO

Search Engine and Site Management

Framed Pages - 5

1 thru 5 of 5 URLs

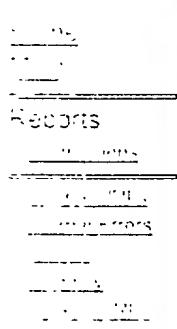
Framed URLs

| Framed URLs | Last crawled | Frameset I |
|---|--------------|------------|
| http://www.tahoevacationguide.com/Groups/photogallery.html | 24-Apr-99 | yes |
| http://www.tahoevacationguide.com/Activities/transroadconditions.html | 24-Apr-99 | yes |
| http://www.tahoevacationguide.com/roadconditions.html | 24-Apr-99 | yes |
| http://www.tahoevacationguide.com/weather.html | 24-Apr-99 | yes |
| http://www.tahoevacationguide.com/slideshow.html | 24-Apr-99 | yes |

POSITION

PRO

Search Engine and Site Management



Doorway Pages - 0

1 thru 0 of 0 URLs

Doorway URLs Last crawled Info

Figure 41

POSITION PRO

Search Engine and Site Management

Reports

http://www.tahoevacationguide.com has 14 Pages which rank with the following engines

Code: 0=Found by Position Pro 1=Added manually 2=Found through search engine
1 thru 14 of 14 URLs

| | Engine | Phrase |
|---|------------|--------------------------|
| http://www.tahoevacationguide.com/contactus.html | MSN | lake tahoe vacation |
| http://www.tahoevacationguide.com/ | MSN | lake tahoe lodging |
| http://www.tahoevacationguide.com/sitemap.html | MSN | tahoe |
| http://www.tahoevacationguide.com/sitemap.html | MSN | lake tahoe |
| http://www.tahoevacationguide.com/ | AOL | tahoe |
| http://www.tahoevacationguide.com/ | AOL | lake tahoe |
| http://www.tahoevacationguide.com/ | Webcrawler | lake tahoe accommodation |
| http://www.tahoevacationguide.com/ | Webcrawler | lake tahoe vacation |
| http://www.tahoevacationguide.com/ | Webcrawler | lake tahoe lodging |
| http://www.tahoevacationguide.com/ | Webcrawler | tahoe |
| http://www.tahoevacationguide.com/ | Webcrawler | lake tahoe |
| http://www.tahoevacationguide.com/LTRB/Homes/3689S.html | Altavista | lake tahoe vacation |
| http://www.tahoevacationguide.com/ | Excite | tahoe |
| http://www.tahoevacationguide.com/ | Excite | lake tahoe |

POSITION

PRO

Search Engine and Site Management

http://www.thewhiz.com has 103 Internal URLs which are not submitted

These URLs have been excluded either by a robots.txt file or the noindex within the page head

1 thru 50 of 108 URLs

Status 1

| | |
|---|---|
| http://www.thewhiz.com/home/thewizards/KevinMcDonald.asp | 9 |
| http://www.thewhiz.com/home/thewizards/DenaeLinnartz.asp | 9 |
| http://www.thewhiz.com/home/thewizards/LeahGliniewicz.asp | 9 |
| http://www.thewhiz.com/home/sw_contest_form.asp | 9 |
| http://www.thewhiz.com/resources/y2k.asp | 9 |
| http://www.thewhiz.com/Resources/shoppingtest/shoppingtest.asp | 9 |
| http://www.thewhiz.com/gotowork/findajob/default.asp | 9 |
| http://www.thewhiz.com/gotowork/onthejob/1998/10/981016.asp | 9 |
| http://www.thewhiz.com/gotowork/findajob/1998/09/980910.asp | 9 |
| http://www.thewhiz.com/gotowork/findajob/1998/09/980911.asp | 9 |
| http://www.thewhiz.com/gotowork/onthejob/1998/10/981017.asp | 9 |
| http://www.thewhiz.com/gotowork/onthejob/1998/10/981012.asp | 9 |
| http://www.thewhiz.com/moneywhiz/resources/glossary/index.asp | 9 |
| http://www.thewhiz.com/gotowork/onthejob/1998/11/981125.asp | 9 |
| http://www.thewhiz.com/makeconnections/dating/1998/10/981029.asp | 9 |
| http://www.thewhiz.com/gotowork/onthejob/1998/10/981027.asp | 9 |
| http://www.thewhiz.com/gotowork/default.asp | 9 |
| http://www.thewhiz.com/makeconnections/marriagedivorce/1998/12/981203.asp | 9 |
| http://www.thewhiz.com/gotowork/onthejob/1998/11/981112.asp | 9 |
| http://www.thewhiz.com/gotowork/findajob/1998/11/981113.asp | 9 |
| http://www.thewhiz.com/gotowork/findajob/1998/04/980421.asp | 9 |
| http://www.thewhiz.com/getserious/creditdebt/1998/05/980521-12.asp | 9 |
| http://www.thewhiz.com/havefun/shopping/1998/04/980421-01.asp | 9 |
| http://www.thewhiz.com/gotowork/findajob/1998/07/980721-01.asp | 9 |
| http://www.thewhiz.com/home/search.asp | 9 |
| http://www.thewhiz.com/makeconnections/default.asp | 9 |
| http://www.thewhiz.com/Resources/currency/default.asp | 9 |
| http://www.thewhiz.com/Resources/glossary/glossary.asp | 9 |
| http://www.thewhiz.com/getserious/bankingcommerce/1998/10/981015.asp | 9 |
| http://www.thewhiz.com/getserious/bankingcommerce/1998/08/980831.asp | 9 |
| http://www.thewhiz.com/gotowork/findajob/1998/11/981124.asp | 9 |
| http://www.thewhiz.com/makeconnections/innerwhizdom/1998/12/981201.asp | 9 |
| http://www.thewhiz.com/havefun/sports/1998/12/981208.asp | 9 |
| http://www.thewhiz.com/makeconnections/familyfriends/1998/12/981219.asp | 9 |
| http://www.thewhiz.com/gotowork/findajob/1998/09/980929.asp | 9 |

Figure 13

POSITION

PRO

Search Engine and Site Management

Tahoe contains 83 External links

Status Code: 0=Not Validated, 1=Ok, 4=404, 5=Object Not Found, 6=Page Has Moved, 7=Page Not Found, 8=Connection Failure

1 thru 50 of 83 URLs

Status Spidered URLs

- 1 http://autocobrand.weather.com/autocobrand/cities/CA_Lake_Tahoe.html
- 1 <http://www.4termlifeinsurance.com/>
- 1 <http://www.alanmeline.com/>
- 1 <http://www.andersonslodge.com/>
- 20 <http://www.andymerslodge.com/>
- 1 <http://www.arcticfishing.com>
- 1 <http://www.atlantahotelsonline.com/>
- 1 <http://www.atlantictyhotelsonline.com/>
- 1 <http://www.attractionsamerica.com/atlanta/>
- 1 <http://www.attractionsamerica.com/atlanticty/>
- 1 <http://www.attractionsamerica.com/chicago>
- 1 <http://www.attractionsamerica.com/chicago/>
- 1 <http://www.attractionsamerica.com/lasvegas/>
- 1 <http://www.attractionsamerica.com/orlando>
- 1 <http://www.attractionsamerica.com/orlando/>
- 1 <http://www.beachworks.com>
- 1 <http://www.birchdalelodge.com/>
- 1 <http://www.branigans.mb.ca/>
- 1 <http://www.canadabassfishing.com/>
- 1 <http://www.canadafish.com/>
- 1 <http://www.chicagohotelsonline.com>
- 1 <http://www.chicagohotelsonline.com/>
- 1 <http://www.dot.ca.gov/hq/roadinfo/i5>
- 1 <http://www.dot.ca.gov/hq/roadinfo/i80>
- 1 <http://www.dot.ca.gov/hq/roadinfo/nevi80>
- 1 <http://www.dot.ca.gov/hq/roadinfo/nevsr207>
- 1 <http://www.dot.ca.gov/hq/roadinfo/nevsr28>
- 1 <http://www.dot.ca.gov/hq/roadinfo/nevsr431>
- 1 <http://www.dot.ca.gov/hq/roadinfo/nevus395>
- 1 <http://www.dot.ca.gov/hq/roadinfo/nevus50>
- 1 <http://www.dot.ca.gov/hq/roadinfo/sr12>
- 1 <http://www.dot.ca.gov/hq/roadinfo/sr124>
- 1 <http://www.dot.ca.gov/hq/roadinfo/sr16>
- 1 <http://www.dot.ca.gov/hq/roadinfo/sr160>
- 1 <http://www.dot.ca.gov/hq/roadinfo/sr174>
- 1 <http://www.dot.ca.gov/hq/roadinfo/sr20>

POSITION

PRO

Search Engine and Site Management

Of 83 external links Position Pro found 1 possible problems

Status Code: 0=Not Validated, 1=Ok, 4=404, 5=Object Not Found, 6=Page Has Moved, 7=Page Not Found, 8=Connection Failure

| Status | Link to outside domain | This link was found on |
|--------|---|---|
| 3 | http://www.andymerslodge.com/ | http://www.tahoevacationguide.com/ |

POSITION

PRO

Search Engine and Site Management

Tahoe's site report as of 12-May-99

Our spidering shows <http://www.tahoevacationguide.com> contains 403 links/URLs

Of the search engines queried, <http://www.tahoevacationguide.com> has 1 listing(s) in the engines top 10 and 13 listing(s) in the 11-20 category as of 09-May-99

Engines searched and number of rankings

| Engine | First 10 | 11 - 20 |
|-----------------------------|----------|---------|
| AltaVista | 0 | 1 |
| AOL Netfind | 0 | 2 |
| Excite | 0 | 2 |
| Hotbot | 0 | 0 |
| Infoseek | 0 | 0 |
| Lycos | 0 | 0 |
| MSN Search | 0 | 4 |
| Webcrawler | 1 | 4 |

Ranking for Keywords and Phrases

| Keyword/Phrase | Total Listings |
|-----------------------------|----------------|
| lake tahoe | 4 listing(s) |
| lake tahoe accommodations | 1 listing(s) |
| lake tahoe lodging | 2 listing(s) |
| lake tahoe vacation | 3 listing(s) |
| lake tahoe vacation rentals | 0 listing(s) |
| tahoe | 4 listing(s) |

Rankings by Keywords as of 09-May-99

| Keyword/Phrase | Engine | URL |
|---------------------------|------------|---|
| lake tahoe | AOL | http://www.tahoevacationguide.com/ |
| lake tahoe | Excite | http://www.tahoevacationguide.com/ |
| lake tahoe | MSN | http://www.tahoevacationguide.com/sitemap.html |
| lake tahoe | Webcrawler | http://www.tahoevacationguide.com/ |
| lake tahoe accommodations | Webcrawler | http://www.tahoevacationguide.com/ |
| lake tahoe lodging | MSN | http://www.tahoevacationguide.com/ |
| lake tahoe lodging | Webcrawler | http://www.tahoevacationguide.com/ |
| lake tahoe vacation | Altavista | http://www.tahoevacationguide.com/LTRB/Homes/3689S. |
| lake tahoe vacation | MSN | http://www.tahoevacationguide.com/contactus.html |
| lake tahoe vacation | Webcrawler | http://www.tahoevacationguide.com/ |

Webcrawler ranking History

lake tahoe

| Date | Page | URL | Info |
|------------|------|---|------|
| 05/06/1999 | 1 | http://www.tahoevacationguide.com/ | Info |
| 05/09/1999 | 1 | http://www.tahoevacationguide.com/ | Info |

lake tahoe accommodations

| Date | Page | URL | Info |
|------------|------|---|------|
| 05/06/1999 | 2 | http://www.tahoevacationguide.com/ | Info |
| 05/09/1999 | 2 | http://www.tahoevacationguide.com/ | Info |

lake tahoe lodging

| Date | Page | URL | Info |
|------------|------|---|------|
| 05/06/1999 | 2 | http://www.tahoevacationguide.com/ | Info |
| 05/09/1999 | 2 | http://www.tahoevacationguide.com/ | Info |

lake tahoe vacation

| Date | Page | URL | Info |
|------------|------|---|------|
| 05/06/1999 | 2 | http://www.tahoevacationguide.com/ | Info |
| 05/09/1999 | 2 | http://www.tahoevacationguide.com/ | Info |

vacation

| Date | Page | URL | Info |
|------------|------|---|------|
| 05/06/1999 | 2 | http://www.tahoevacationguide.com/ | Info |
| 05/09/1999 | 2 | http://www.tahoevacationguide.com/ | Info |

POSITION

PRO

Search Engine and Site Management

Search Engine Ranking History

Combined listing (for all keywords/phrases) within the first two pages of the engine

| Run Date | Altavista | AOL | Excite | Hotbot | Infoseek | Lycos | MSN | WebCrawler |
|-----------|-----------|-----|--------|--------|----------|-------|-----|------------|
| Apr/07/99 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Apr/09/99 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Apr/10/99 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Apr/11/99 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Apr/13/99 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Apr/15/99 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Apr/18/99 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Apr/20/99 | 1 | 2 | 0 | 0 | 0 | 0 | 3 | 0 |
| Apr/23/99 | 1 | 2 | 1 | 0 | 0 | 0 | 3 | 0 |
| Apr/26/99 | 1 | 2 | 0 | 0 | 0 | 0 | 4 | 0 |
| Apr/30/99 | 1 | 2 | 0 | 0 | 0 | 0 | 3 | 0 |
| May/03/99 | 1 | 2 | 1 | 0 | 0 | 0 | 0 | 0 |
| May/06/99 | 1 | 2 | 1 | 0 | 0 | 0 | 4 | 5 |
| May/09/99 | 1 | 2 | 2 | 0 | 0 | 0 | 4 | 5 |

POSITION

PRO

Search Engine and Site Management

POSITION

Search Engine and Site Management

| Page | Description | Info |
|---------------------|---|----------------------|
| URL | Alpine Meadows Ski Resort information on Lake Tahoe Vacation Guide. Helpful Information, Cool Facts, photos, trail maps, phone numbers and directions for Alpine Meadows Ski Resort and 14 other ski resorts at Lake Tahoe. Comprehensive information on Where | Info |
| URL | Boreal Mountain Playground information on Lake Tahoe Vacation Guide. Helpful Information, Cool Facts, photos, trail maps, phone numbers and directions for 15 ski resorts at Lake Tahoe. Comprehensive information on Where To Stay and Where To Play in Lake T | Info |
| URL | Click here to find out where to stay at and where to play in beautiful Lake Tahoe! Click here to view the extensive information our website offers. Come and check us out! | Info |
| URL | Click here to find out where to stay at and where to play in beautiful Lake Tahoe! Click here to view the extensive information our website offers. Come and check us out! | Info |
| URL | Come find where to stay and where to play at Lake Tahoe! Click here to view the extensive information on the area our website offers. | Info |
| URL | Everything you need to know to plan a spectacular vacation at Lake Tahoe! Visit Lake Tahoe Vacation Guide—Where To Stay & Where To Play at Lake Tahoe! | Info |
| URL | Everything you need to know to plan a spectacular vacation at Lake Tahoe! Visit Lake Tahoe Vacation Guide—Where To Stay & Where To Play at Lake Tahoe! | Info |
| URL | FAQs (Frequently Asked Questions)On Lake Tahoe's Finest Vacation Rentals at Tahoe Keys Resort and Lake Tahoe Reservation Bureau. A comprehensive list of Frequently Asked Questions on Lake Tahoe and our properties. Visit the Lake Tahoe Vacation Guide—Wh | Info |
| URL | Guided and self-guided tours of the Lake Tahoe area and sightseeing information on the Lake Tahoe area! | Info |
| URL | Info for wholesalers and tour operators on Tahoe Keys Resort and Lake Tahoe Reservations Bureau vacatoin rental properties. How to work with us as a wholesaler, and how to book reservations. We operate Lake Tahoe's Finest Vacation Rentals and have an AA | Info |
| URL | Lake Tahoe – finest vacation rental properties! | Info |
| URL | Lake Tahoe – finest vacation rental properties! | Info |
| URL | Lake Tahoe Vacation Guide Calendar of Events. Events of particular interest to those planning a vacation at Lake Tahoe. A complete Lake Tahoe Vacation Guide—Where To Stay & Where To Play! | Info |
| URL | Lake Tahoe Vacation Guide info on Lake Tahoe. Geology, flora and fauna, history and heritage, info resources, slide show, map and directions, weather report and road conditions.A complete Lake Tahoe Vacation Guide—Where To Stay & Where To Play! | Info |
| URL | Lake Tahoe Vacation Guide slide show. View over 35 breath-taking photos of Lake Tahoe during the winter and summer, including awesome pictures of skiing, watersports, and major points of interest. A complete Lake Tahoe Vacation Guide—Where To Stay & Whe | Info |
| | Lake Tahoe Vacation Guide sponsored by the Tahoe Keys Resort and | |

POSITION

Search Engine and Site Management

| Keywords within pages for http://www.tahoevacationguide.com | | |
|---|---|------|
| Position cursor of URL image for page address - clicking image will link to page | | |
| Page | Keywords | Info |
| URL | | |
| URL | | |
| URL | | |
| URL | ,lodging,accommodations,world-class lodging,world-class accommodations,world-class,vacation rentals,vacation homes,vacation condos,cabins,cottages,Lake Tahoe Vacation Guide,Where To Stay,Where To Play,Tahoe Keys Resort,Lake Tahoe Reservation Bureau,BeachW | |
| URL | AAA three diamond,lodging,accommodations,vacation rentals,vacation homes,vacation condos,cabins,cottages,Lake Tahoe Vacation Guide,Where To Stay,Where To Play,Tahoe Keys Resort,Lake Tahoe Reservation Bureau,BeachWorks, http://www.tahoevacationguide.com ,htt | |
| URL | AAA three diamond,lodging,accommodations,world-class lodging,world-class accommodations,world-class,vacation rentals,vacation homes,vacation condos,cabins,cottages,Lake Tahoe Vacation Guide,Where To Stay,Where To Play,Tahoe Keys Resort,Lake Tahoe Reservat | |
| URL | aerial trams,airplane rides,carriage rides,hot air balloon rides,museums,points of interest,tours,Lake Tahoe | |
| URL | .lodging,accommodations,vacation rentals,vacation homes,vacation condos,cabins,cottages,Lake Tahoe Vacation Guide,Where To Stay,Where To Play,Taho | |
| URL | Alpine Meadows,Ski Resort,Boreal,Diamond Peak,Heavenly Mountain,Heavenly,Homewood,Incline Village,Kirkwood,Lakeview Cross Country,Mt. Rose,Northstar,Northstar-at-Tahoe,Royal Gorge,Sierra-at-Tahoe,Soda Springs,Spooner Lake,Squaw Valley,Squaw Valley USA,S | |
| URL | Alpine Meadows,ski,skiing,snowboard,snowboarding,ski rentals,snowboard rentals,snowshoe,snow-shoe,telemarking,cross-country,Nordic,Alpine,downhill skiing,downhill,trail maps,California,Nevada,Sierras,Sierra Nevada,lodging,accommodations,vacation rentals,v | |
| URL | art galleries,A Frame of Mind Gallery,Addi Mamone Gallery,Augustine Arts,Eagle Valley Frames and Art Gallery,Hanifin's Arts and Antiques,Low Impact Wildlife Photography,Sierra Galleries,Artists of Tahoe and Art's Desire,Artuckee,Frames by Ryrie,Frank Ros | |
| URL | baby supplies,cribs,daycare,Baby's Away Baby Supply Rentals,lodging,accommodations,vacation rentals,vacation homes,vacation condos,cabins,cottages,Lake Tahoe Vacation Guide,Where To Stay,Where To Play,Tahoe Keys Resort,Lake Tahoe Reservation Bureau,BeachW | |
| URL | Baldwin,Camp Richardson,Connolly,El Dorado,Emerald Bay,Fallen Leaf,Kiva Beach,Nevada Beach,Pope Beach,Regan,Zephyr Cove,D.L. | |
| URL | Bliss State Park,Kaspian Recreational Area,Meeks Bay Campground,Sugar Pine Point State Park,William Kent Campground,Agatam Beach, | |
| URL | Baldwin,Camp Richardson,Connolly,El Dorado,Emerald Bay,Fallen Leaf,Kiva Beach,Nevada Beach,Pope Beach,Regan,Zephyr Cove,D.L. | |
| URL | Bliss State Park,Kaspian Recreational Area,Meeks Bay Campground,Sugar Pine Point State Park,William Kent Campground,Agatam Beach, | |
| URL | Baldwin,Camp Richardson,Connolly,El Dorado,Emerald Bay,Fallen Leaf,Kiva Beach,Nevada Beach,Pope Beach,Regan,Zephyr Cove,D.L. | |
| URL | Bliss State Park,Kaspian Recreational Area,Meeks Bay Campground,Sugar Pine Point State Park,William Kent Campground,Agatam Beach, | |

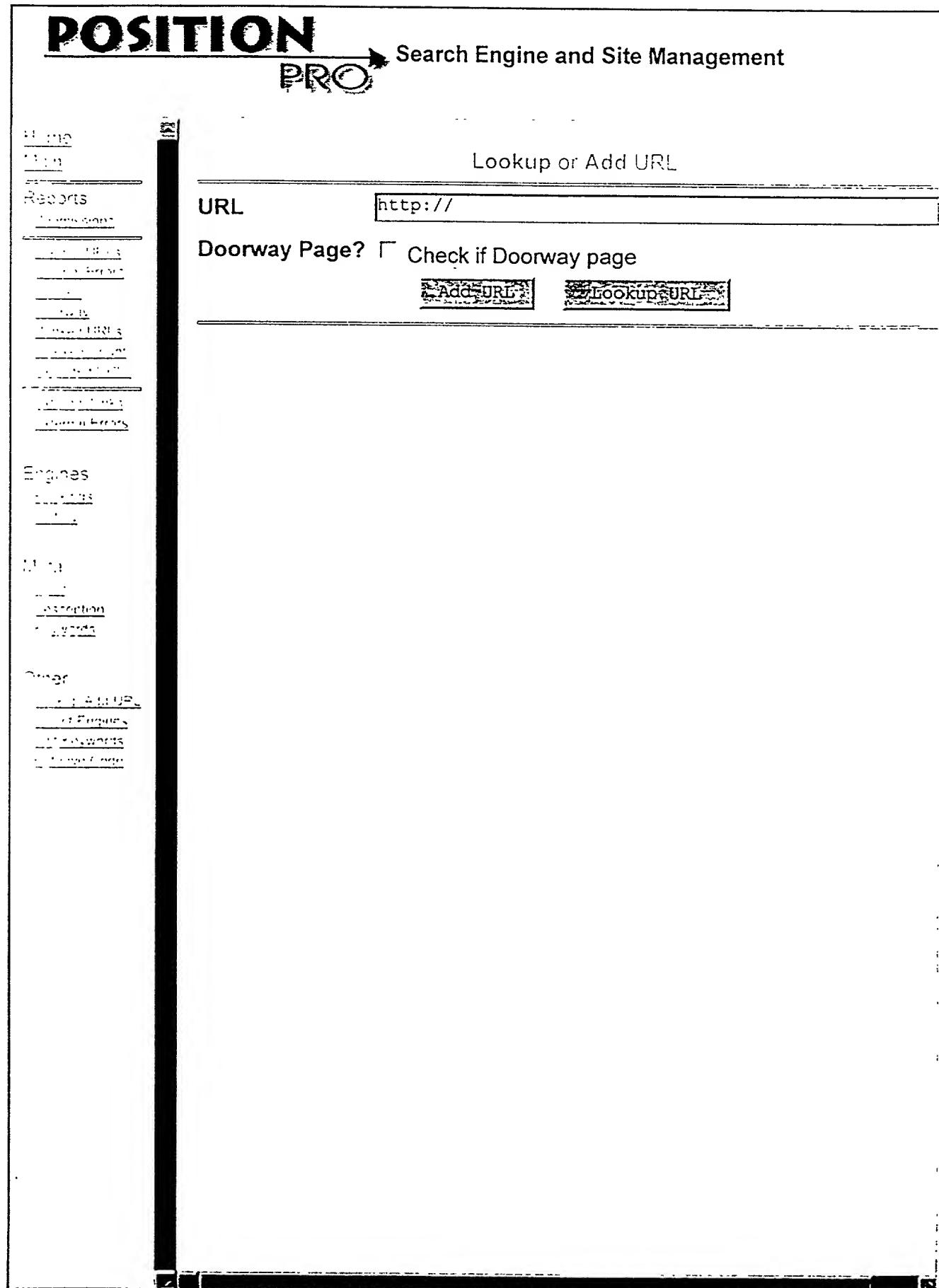


Figure 22

POSITION

PRO

Search Engine and Site Management

Reports

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Others

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Select engine(s) Tahoe's URLs may be submitted to

Engine

Submit URLs Qty.

Altavista



5

Max. 5 per day

Excite/AOL/Webcrawler



25

Max. 25 per week

Hotbot



50

Max. 50 per day

Lycos



50

Max. 50 per day

Infoseek



50

Max. 50 per day



Figure 23

POSITION

PRO

Search Engine and Site Management

Home
Help
Reports
Site Statistics
Site Reports
Site Errors
Keywords
Site Errors
Engines
Search Engines
Search
Description
Keywords
Other
Add URL
Edit Engines
Edit Keywords
Edit Code

Site Information

Site Name Tahoe
URL <http://www.tahoevacationguide.com>
E-mail Address eric@beachworks.com

Enter up to 6 keywords/phrases important to the site

Key Words
Key Words
Key Words
Key Words
Key Words
Key Words

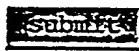
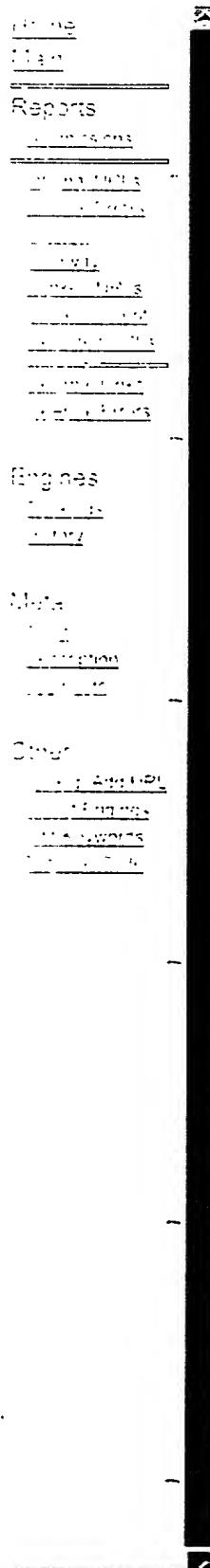


Figure 24

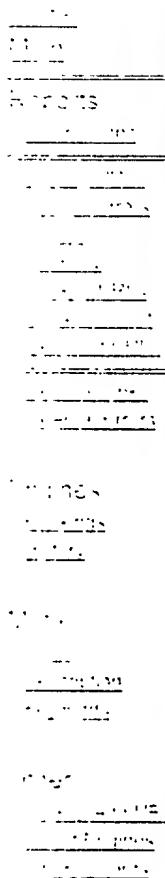
POSITION PRO

Search Engine and Site Management



POSITION PRO

Search Engine and Site Management



Page Address:

<http://www.tahoevacationguide.com/Groups/amenitiesandrates.html>

Optimized

This page is scheduled to be submitted to the following search engines:

Alta Vista Excite Hotbot Lycos Infoseek Webcrawlers

Complete engine/optimized changes

Page Detail:

Date found: 1999-03-24 00:00:00

Last crawled: 1999-04-24 00:00:00

Title: Echo Creek Mountain Ranch Rental Property Ideal For Corporate And Group
Retreats Family Reunions Weddings At Lake Tahoe

Meta Description: Private 16-acre estate located in South Lake Tahoe. Beautiful
4,000 sq. ft. log home, 5+ bedrooms, 3 bathrooms and sleeps up to 24 people.
Surrounded by a national forest with a creek flowing through the property. Complete
description, photos and rates. C

Meta Keywords: group retreats,corporate retreats,family
reunions,weddings,lodging,accommodations,vacation rentals,vacation
homes,vacation condos,cabins,cottages,Lake Tahoe Vacation Guide,Where To
Stay,Where To Play,Tahoe Keys Resort,Lake Tahoe Reservation Bureau,BeachWo

Doorway Page: No

View: Referring Page details

URLs found from this page:

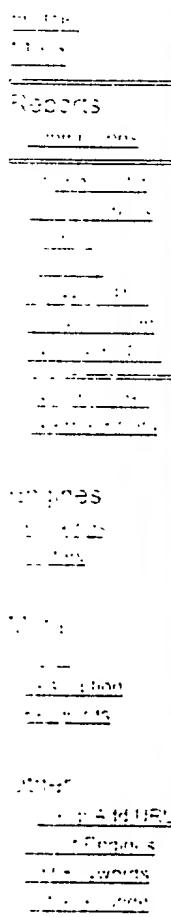
Submit history:

1999-04-08 00:00:00 Infoseek
1999-04-02 00:00:00 Webcrawler
1999-04-02 00:00:00 Lycos
1999-04-02 00:00:00 Hotbot
1999-04-04 00:00:00 Altavista
1999-04-02 00:00:00 Infoseek
1999-04-15 00:00:00 Altavista
1999-04-02 00:00:00 Excite

Figure 26

POSITION PRO

Search Engine and Site Management



Changes acknowledged

Page Address:

<http://www.tahoevacationguide.com/Groups/amenitiesandrates.html>

Optimized

This page is scheduled to be submitted to the following search engines:

Alta Vista Excite Hotbot Lycos Infoseek Webcrawlers

Complete engine/Optimized changes

Page Details

Date found: 1999-03-24 00:00:00 Last crawled: 1999-04-24 00:00:00

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Meta Description: Private 16-acre estate located in South Lake Tahoe. Beautiful 4,000 sq. ft. log home, 5+ bedrooms, 3 bathrooms and sleeps up to 24 people. Surrounded by a national forest with a creek flowing through the property. Complete description, photos and rates. C

Meta Keywords: group retreats, corporate retreats, family reunions, weddings, lodging, accommodations, vacation rentals, vacation homes, vacation condos, cabins, cottages, Lake Tahoe Vacation Guide, Where To Stay, Where To Play, Tahoe Keys Resort, Lake Tahoe Reservation Bureau, BeachWo

Doorway Page: No

View: Referring Page details

URLs found from this page:

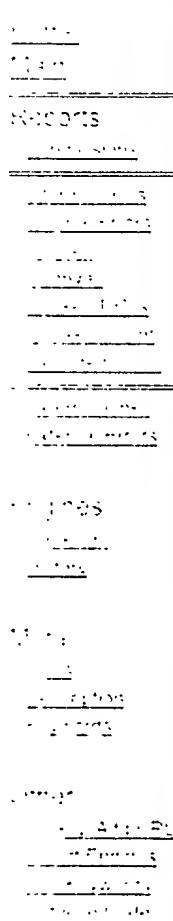
Submit history:

1999-04-08 00:00:00 Infoseek
1999-04-02 00:00:00 Webcrawler
1999-04-02 00:00:00 Lycos
1999-04-02 00:00:00 Hotbot
1999-04-04 00:00:00 Altavista
1999-04-02 00:00:00 Infoseek
1999-04-15 00:00:00 Altavista
1999-04-02 00:00:00 Excite

POSITION

PRO

Search Engine and Site Management



Page Address: <http://www.tahoevacationguide.com/slideshow.html>

Optimized

This page is scheduled to be submitted to the following search engines:

Alta Vista Excite Hotbot Lycos Infoseek Webcrawlers

[Complete engine/Optimized changes](#)

Page Details

Date found: 1999-03-24 00:00:00

Last crawled: 1999-04-24 00:00:00

Title: Lake Tahoe Vacation Guide Slide Show

Meta Description: Lake Tahoe Vacation Guide slide show. View over 35 breathtaking photos of Lake Tahoe during the winter and summer, including awesome pictures of skiing, watersports, and major points of interest. A complete Lake Tahoe Vacation Guide—Where To Stay & Whe

Meta Keywords: Lake Tahoe, lodging, accommodations, vacation rentals, vacation homes, vacation condos, cabins, cottages, Lake Tahoe Vacation Guide, Where To Stay, Where To Play, Tahoe Keys Resort, Lake Tahoe Reservation Bureau, BeachWorks, <http://www.tahoevacationguide.com>, <http://www>

Doorway Page: No

View: [Referring Page details](#)

URLs found from this page:

<http://www.tahoevacationguide.com/weatherheader.html>
<http://www.tahoevacationguide.com/weathernavbar.html>
<http://www.tahoevacationguide.com/Slides/slide1.html>

Submit history:

1999-04-23 00:00:00 Infoseek
1999-04-21 00:00:00 Lycos
1999-04-21 00:00:00 Hotbot

Figure 29

POSITION PRO

Current site is

New Add

Add new Site

Edit Site Information

Edit Tahoe - 62



View/Find URL

Find or Add a URL



Spider

Spider Site for links (URLs)



Reset Check Exterior

URLs within search engine report

Run report



approx. 1 min.

Submitting

Submit site to engines



approx. 3 to 10 min.

Ranking

Run Search Engine Ranking



approx. 3 to 10 min.

Reports

Valid URLs, 404s, frames and doorway



Exterior link report



Submit report:



Ranking report:



POSITION

PRO 

Main Menu

Select engine(s) Tahoe may be submitted to

| Engine | Check to allow submitting |
|------------|---------------------------|
| Altavista | <input type="checkbox"/> |
| Excite | <input type="checkbox"/> |
| Hotbot | <input type="checkbox"/> |
| Infoseek | <input type="checkbox"/> |
| Lycos | <input type="checkbox"/> |
| Webcrawler | <input type="checkbox"/> |

OK

Figure 31

Figure 31

Site Information

| | | |
|------------------|--|-------------------------------------|
| Site Name | <input type="text"/> | (i.e. ABC Web) |
| URL | <input type="text"/> http:// | (i.e. http://www.abcweb.com) |
| Default Page | <input type="text"/> index.htm | (i.e. index.htm) |
| 404 Error | <input type="text"/> 404 Not Found | (i.e. 404 Not Found) |
| E-mail Address | <input type="text"/> | (i.e. joe@abcweb.com) |
| Password | <input type="text"/> | |
| Subscriber Type | <input type="text"/> Standard | <input checked="" type="checkbox"/> |
| Server Directory | <input type="text"/> | for plus service |

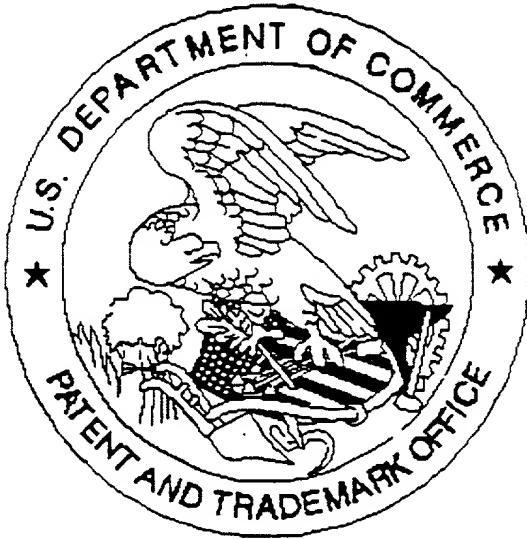
Enter up to 4 keywords/phrases you hope to get your site listed under

| | | |
|-----------|----------------------|----------------------------------|
| Key Words | <input type="text"/> | (i.e. search engine ranking) |
| Key Words | <input type="text"/> | (i.e. search engine positioning) |
| Key Words | <input type="text"/> | (i.e. you got the idea) |
| Key Words | <input type="text"/> | |
| Key Words | <input type="text"/> | |
| Key Words | <input type="text"/> | |

Excite's requirements:

| | | |
|---------|------------------------------------|-------------------------------------|
| Country | <input type="text"/> United States | <input checked="" type="checkbox"/> |
| Channel | <input type="text"/> Autos | <input checked="" type="checkbox"/> |

United States Patent & Trademark Office
Office of Initial Patent Examination -- Scanning Division



Application deficiencies were found during scanning:

Page(s) _____ of TRANSN 44A _____ were not present
for scanning. (Document title)

Page(s) _____ of _____ were not present
for scanning. (Document title)

Scanned copy is best available.